

# KENYA



**56.4M\***  
POPULATION

**69.9%**  
RURAL

**30%**  
URBAN

**5.43%**  
UNEMPLOYED

**39.8%**  
IN POVERTY

**21.2**  
MEDIAN AGE

**2010**  
YEAR  
ESTABLISHED

**83,587\*\***  
BICYCLES  
DISTRIBUTED

**433**  
MECHANICS  
TRAINED

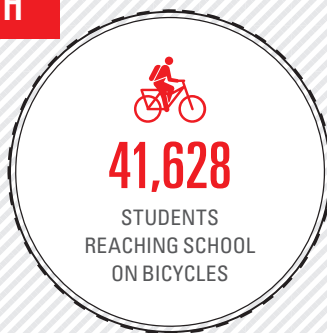
**19**  
BUFFALO  
SHOPS

**48**  
STAFF  
EMPLOYED

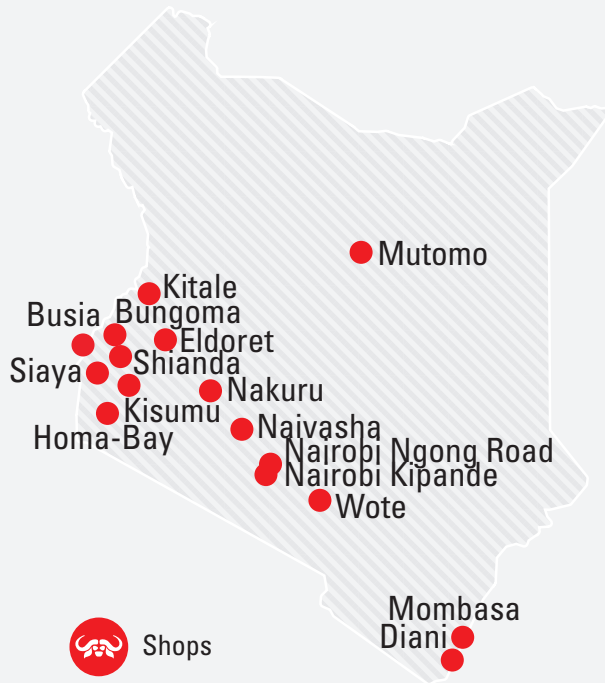
**\$133,000**  
SPARE PARTS  
SALES ('24)

## OUR REACH

2010-2024



## OUR PRESENCE



Content above reflects activity through December 31, 2024

\*Sources - population figures and poverty rate: World Bank Development Indicators; unemployment rate: national statistical agency; median age: CIA World Factbook.

\*\*Includes bicycles distributed in the environment sector

# PATHWAYS TO IMPACT 2024-2026

## GROW



**19** shops, including mobile shops, added

**54** more mechanics trained

**6,000** bicycles sold to consumers

**\$343,000** in spare parts sales

Expanded geographic footprint: County of Kajiado and Narok

*\*\*World Bicycle Relief funded Buffalo Bicycles will be distributed through the Grow and Partner pathways.*

## PARTNER



### Government Engagement

National Level: Ministry of Health and Education

County Level: 6 strategic partnerships established, including Kakamega, Siaya, Kisumu, Kitui, Kwale, and Kilifi

### Sector and NGO Collaboration

Strategic partnerships with key industry partners: Amref and Living Goods (Health) and Pratham and Girl Child Network (Education)

**16,500** bicycles sold to organizations

**Explore** third-party distribution with the provision of Technical Assistance

## INFLUENCE



**Target** high-level government relationships at the national and county level to advocate for a transport policy for health and position WBR as a technical partner offering mobility solutions for last-mile access

**Lead** with compelling impact data to speak to policy priorities such as gender equity and rural inclusion

**Drive** policy engagement through a consortium such as CHU4UHC

**Present** our strategy, theory of change, and evidence of impact to key funders

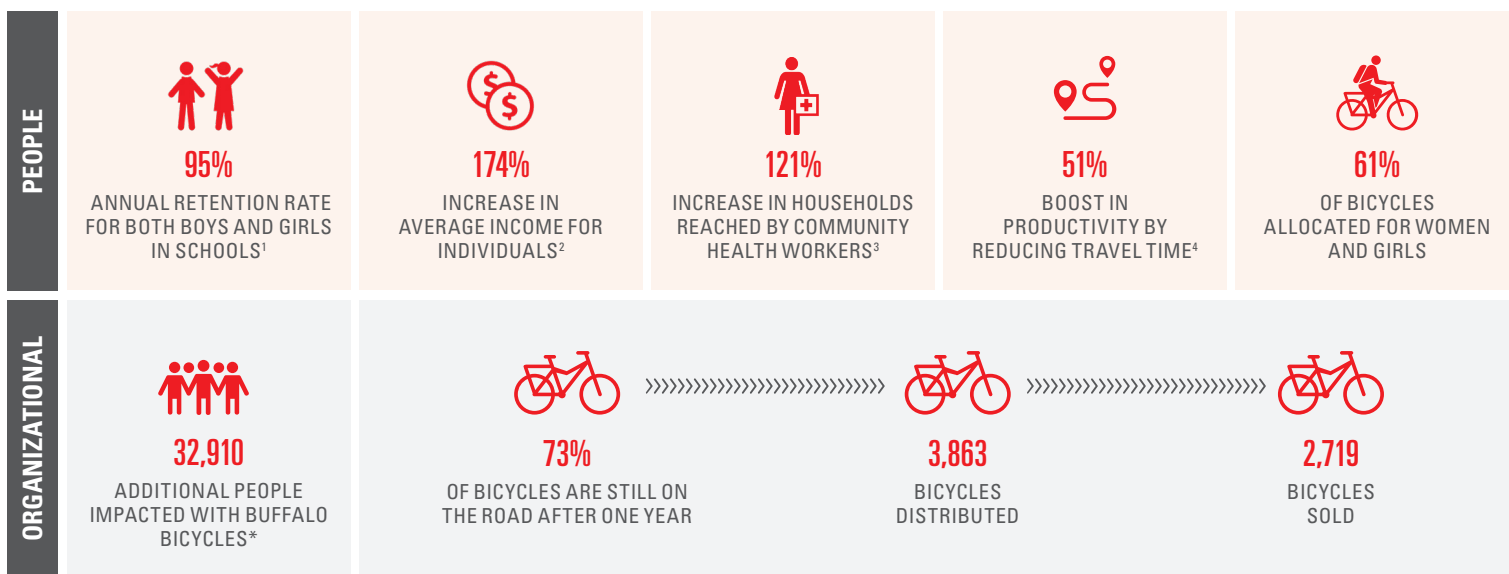
## GLOBAL STRATEGY

In 2024, World Bicycle Relief (WBR) launched its new three-year strategy (2024–2026) to scale the Power of Bicycles, prioritizing bicycle ownership and use among women, youth, and marginalized groups to improve outcomes in healthcare, education, and economic opportunities. Over three years, we aim to mobilize an additional 300,000 individuals, impacting 1.5 million lives in seven operating countries, including Kenya. During the first year of implementation, nearly 83,000 individuals were mobilized in rural areas across the globe, 269 mechanics trained, and 22 new shops opened—setting us on a path to achieve our three-year strategic goals.

## KENYA IMPACT IN 2024

World Bicycle Relief combines impactful bicycle mobility solutions with social enterprise sales to meet the staggering need for reliable, accessible transportation in underserved markets. We measure progress toward reaching our 3-year global impact targets in two key areas: impact on People and Organizational performance.

### KENYA OUTCOMES IN 2024



\* In the areas where World Bicycle Relief operates, the median household size exceeds 5 people, and research shows that bicycles in these households have multiple users and purposes. This results in a substantial 5x impact multiplier for each distributed bicycle.

<sup>1,2,3</sup> Mumias East Mobilized Communities Annual Assessment, 2024 <sup>4</sup> Alego Usonga Mobilized Communities Annual Assessment, 2024



View our latest global impact report from 2024: <https://worldbicyclerelief.org/impact-reports/>